

GameShastra Vice President Rahul Sandil participates on Outsource Summit Panel

Hyderabad India, March 31, 2008 –Vice President of Sales, Rahul Sandil, was invited to participate as a speaker at the Outsourcing Summit for the 2008 Game Developer's Conference in San Francisco. With an audience of over 150 studio executives focused on building stronger outsourcing strategies, Sandil was able to provide unique insights on both the benefits and challenges of outsourcing for games development. Relatively new to the concept of outsourcing, game developers have recently made significant strides towards outsourcing all aspects of the game development process, but still have a lot of queries about the process. Following the presentation, Sandil explained that "during the panel discussion, significant questions about offshore outsourcing especially on issues related to cultural fitment, cost savings and efficiencies in execution were able to be answered." "Overall the Games industry showed that it is moving up on the maturity curve for outsourcing and there is now a determined strategic intent when Studios carve out their outsourcing strategies."

After winning the prestigious Red Herring Global 100 award for the being one of the best technology startups in the world, GameShastra was also a participant at the Game Developers Conference Expo highlighting its vision to be a primary outsource vendor in the game development fraternity. GameShastra notched over 120 qualified leads and closed on 6 new projects over the course of the conference.

GDC is the largest annual gathering of professional video game developers, focusing on learning, inspiration, and networking. The event comprises an expo, networking events, awards shows such as the Independent Games Festival and the Game Developers Choice Awards, and a variety of tutorials, lectures, and roundtables by industry professionals on game-related topics covering programming, design, audio, production, business and management, and visual arts.

Prakash Ahuja, CEO GameShastra, reacted "We look forward to such conferences as it provides us a platform to interact and network with people from the industry. We are very happy as we were one of the most talked about companies at the conference."

Continuing in response to the Outsource Summit, Ahuja stated that "Outsourcing in the gaming industry has seen a huge rise in the last couple of years. It has now become an important part of game development allowing the development cycle to be reduced substantially and allowing publishers to spend more time on the concept and commercial aspects".

About GameShastra

GameShastra, India's largest game services provider has been involved in game development, game art and game testing services for over two years, and has successfully handled projects for leading publishers and development houses globally. The company has established a state-of-the-art Game Services center in Hyderabad to extend game development services for all the gaming platforms -- Consoles, Handheld, and Online and offers development, art, and testing services. GameShastra develops games for the Wii, Xbox 360, PC, Mac, Web, PSP and Nintendo DS, and also provides game testing, game art and 3D animation services. In addition to having a deeply engrained game development culture, Game Shastra utilizes some of the best development processes and project management systems available to deliver quality products' on time and within budget.